

Serial No. 10/043,714  
Amdt. dated September 2, 2010  
Reply to Final Office Action of March 2, 2010

PATENT  
MNI020002  
Customer No. 24498

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

**Inventor(s)** : Isaac Bentolila et al.  
**Serial No.** : 10/043,714  
**Filed** : January 9, 2002  
**Title** : **SYSTEM, METHOD, AND SOFTWARE APPLICATION  
FOR TARGETED ADVERTISING VIA BEHAVIORAL MODEL  
CLUSTERING, AND PREFERENCE PROGRAMMING BASED  
ON BEHAVIORAL MODEL CLUSTER**  
**Examiner:** Hoang Vu A. Nguyen Ba  
**Art Unit:** 2421

**AMENDMENT AND RESPONSE TO FINAL OFFICE ACTION**

**Mail Stop AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450**

Dear Sir:

In response to the Final Office Action dated March 2, 2010, for which a response was due June 2, 2010, and which due date has been extended to September 2, 2010 by Applicant's request for a three (3) month extension of time under 37 C.F.R. 1.136(a), and accompanying Applicants' Request for Continued Examination (RCE), please enter the accompanying amendments and remarks/arguments in the above identified application.

Please charge the requisite fees for filing a three month extension of time as well as the accompanying RCE to Deposit Account No. 07-0832. Reconsideration of the application in view of the amendment is respectfully requested.

**Amendments to and Listing of the Claims** begin on page **2** of this paper.  
**Remarks/Arguments** begin on page **10** of this paper.